

**What is claimed is:**

1. A loading hook for commercial goods including an attachment piece attached to the goods exhibition implement and a support rod and/or a hook rod which are attached to  
5 the attachment piece, comprising:

a buffer member which includes an attachment part which is attached detachably to the support rod; and a buffer body which is provided an end part of the attachment part, having a buffer part so that a tip part of the hook rod is covered.

10 2. A loading hook for commercial goods including an attachment piece attached to the goods exhibition implement and a support rod and/or a hook rod which are attached to the attachment piece, comprising:

a buffer member which further comprising

an attachment part includes an attachment part body which is attached  
15 detachably to the support rod, making from synthetic resin material; an engaged part which is formed in the attachment part body that the attachment part body engages with the hook part; and an engaged support part which is provided to an inner surface of the engaged part, preventing to move forward and backward when the hook rod is engaged therewith, making from soft synthetic resin material and

20 a buffer body which is provided an end part of the attachment part, having a buffer part so that a tip part of the hook rod is covered, making from the same material of the attachment part.

3. A loading hook for commercial goods according to any of claim 1 and 2, wherein  
25 the buffer body of the buffer member is provided rotatably or detachably to the attachment part.

4. A loading hook for commercial goods according to any of claim 1 and 2, wherein the attachment part fits so that it covers an outer circumferential surface of the hook rod, and the buffer member further includes a fitting part which is formed in an end part of the attachment part, forming at an inner portion of the buffer part to cover the tip part of the  
5 hook rod, fitting the tip part of the hook rod.